

## ABSTRACT

CV Auto 1 is a company engaged in the field of automotive products and services car variations. Auto 1 is a one stop shopping that promotes service to consumers with the best - and the best friendly and polite. This study aims to determine the strategy of Customer Relations Management products and automotive service, this is done to face the competition among companies engaged in the automotive and car variations. Type of research is a qualitative study, using the method of descriptive research is research that seeks to develop concepts - concepts, gather the facts but the study was not intended to test the hypothesis (temporary assumption) based on the theory - the theory terntentu. In this study, the data obtained through interviews, documentation. The data obtained in qualitative analysis and presented in the form of a description in detail and systematically arranged. The results show the strategy Customer Relations Management is a series of programs from its parent company and Son New Source of Youth. The strategy is to split up with potential customers, providing service facilities, providing promo services, and loyalty programs. Auto CV Strategy 1 which is a form of direct service to customers, maintaining its products and services and the quality of work is better to refer to customer satisfaction. Means of service is very important in providing direct services to consumers that customer satisfaction is always diutamakan. Dalam implementation strategy Customer Relations Management CV Auto 1 shows success is still a store that most exist and most complete of the other stores.

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